

# LATEST SITUATION OF JAPAN ONLINE BOOKING

AFACT Plenary 2016 @ Tokyo, Japan

TT&L WG Meeting

TAKESHI HAYASHI TAP Co., Ltd.

November 7, 2016

- ▶ **IT Company for Hospitality industry in Japan**
- ▶ Providing “**Property Management System**” since 1987
- ▶ **Specializing** in Software development for **Hotels and Ryokans**
- ▶ **Over 750 user properties**
- ▶ About **125 employees**. (90 IT and Industry specialists)
- ▶ **Tokyo** main office and **Okinawa** office

ABOUT TAP CO., LTD.

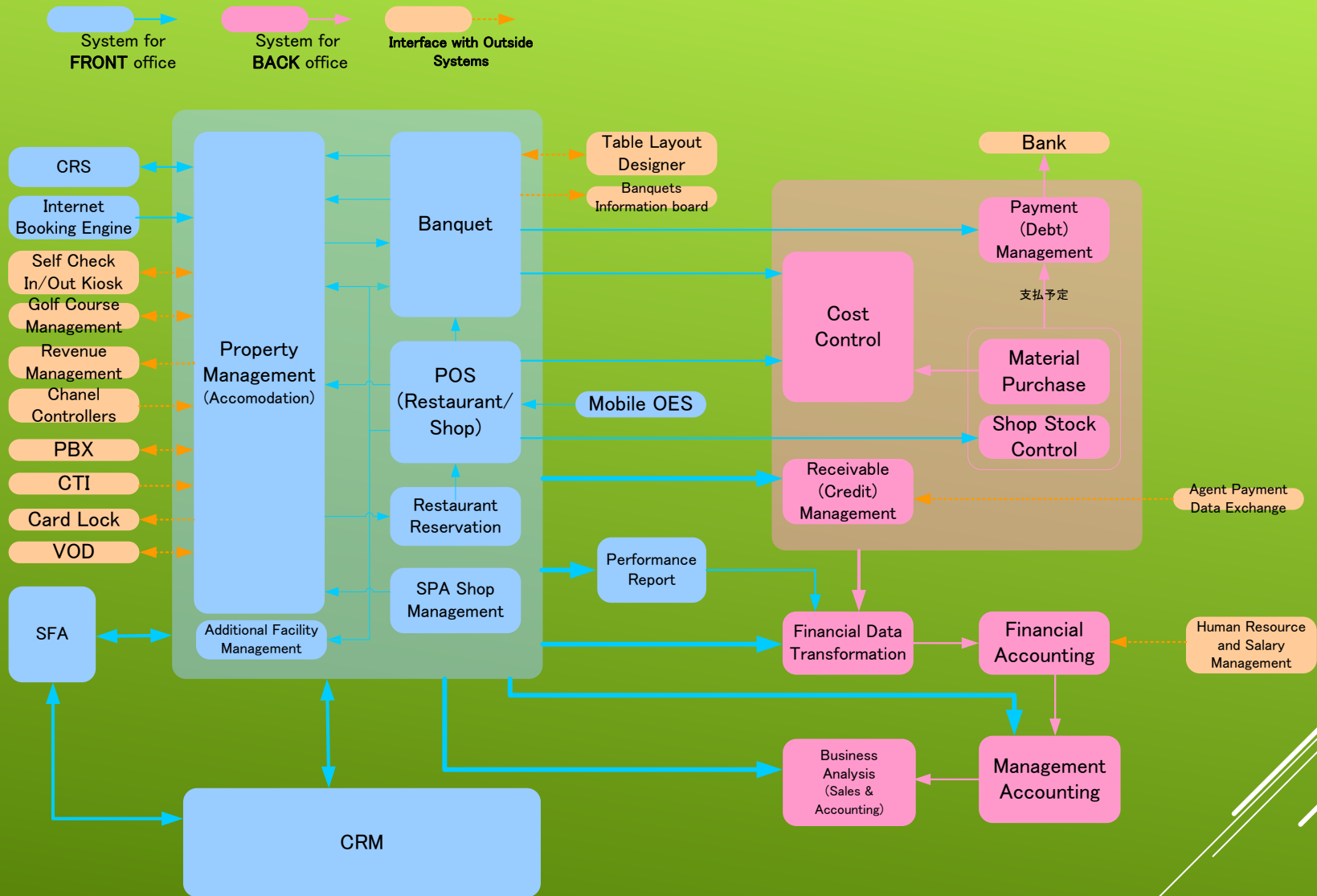
- ▶ **Hoshino Resorts** - they will open first property outside Japan in Bali next year.
- ▶ **APA Hotels** - over 120 properties in Japan
- ▶ **JR Hokkaido Hotels** – subsidiary of rail way company that substantially owned by Japanese government.



## INTRODUCTION OF OUR CLIENTS

- ▶ Our products and services for hotels, resorts and ryokans are
  - ▶ **TAP Hotel Management System** ( packaged system software )
  - ▶ **System development and integration**
  - ▶ **Consulting service**

PRODUCTS AND SERVICES



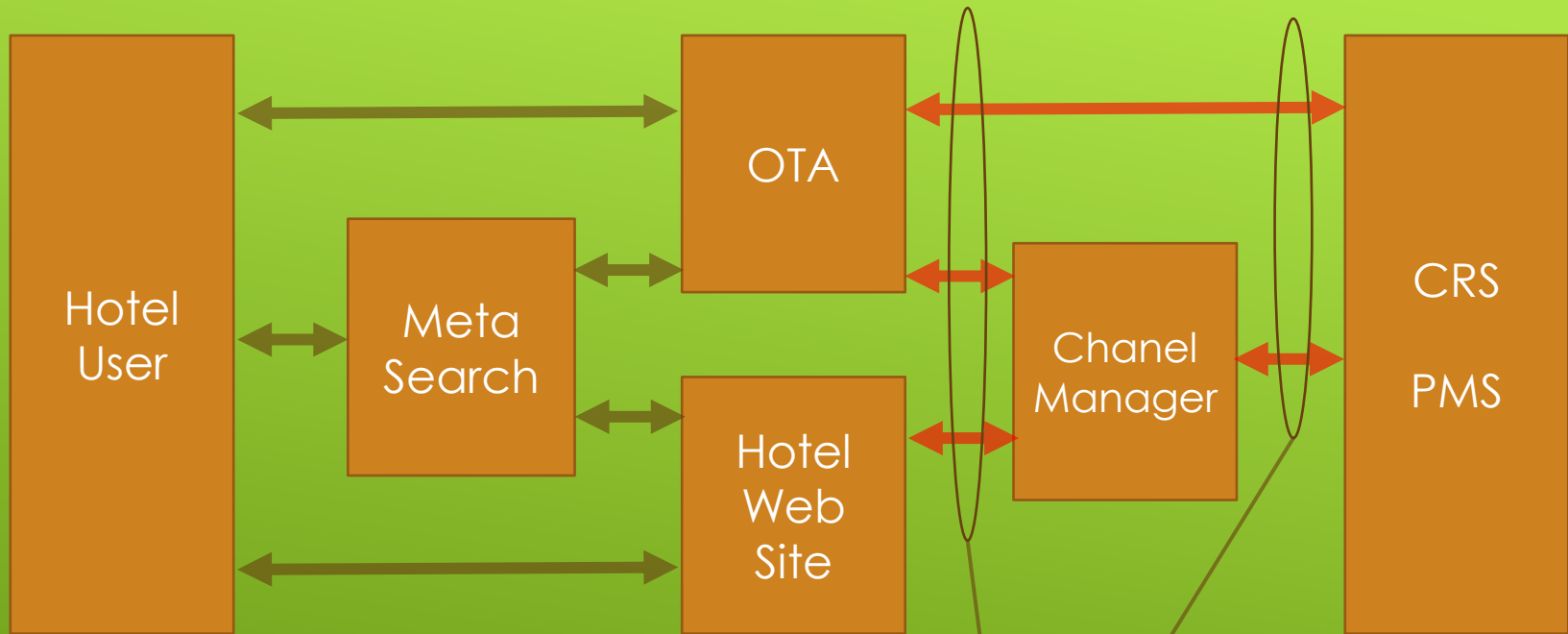
# TAP HOTEL MANAGEMENT SOLUTIONS

- ▶ International visitors to Japan doubled to over 20 mil. people
  - ▶ 8.36 mil (2012)
  - ▶ 20 mil+ (2016)
- ▶ Room occupancy rate is relatively high in major cities. (Tokyo, Osaka, Nagoya, Fukuoka, Sapporo)
- ▶ Ryokans in local area are challenging to get foreign visitors

## INBOUND TOURISM BOOM

- ▶ Online hotel booking is rapidly expanding.
  - ▶ Ratio of online booking (2013)
    - ▶ Business 60% , City and Resort 30% , Ryokan 18%
- ▶ Most of them are from OTAs.
  - ▶ Rakuten, Jalan, Rurubu Travel (for domestic)
  - ▶ Booking.com, Expedia (for international)
- ▶ Japanese OTAs decreased their share.
  - ▶ Booking from International OTAs and global hotel brands are increasing.
- ▶ Increase of booking from direct booking through meta search are expected.

# JAPAN ONLINE HOTEL BOOKING



2 Way Connection  
Reservation / Inventory / Availability

# IT CONNECTIVITY